



Diversity, Equity and Inclusion in the US Design and Construction Industry

Background

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The design and construction industry is among the largest sectors of the US economy, yet little is known about the status of diversity, equity, and inclusion (DEI) in its workforce or related initiatives underway by employers.

To better understand and raise broad awareness about the status of DEI, GSA seeks to commission a research study and publication of a major report that would be broadly disseminated throughout the industry.

1. Engagement Planning and Management

- Engagement Planning Session
 - i. Contractor will facilitate engagement planning session with subcontractor and GSA to plan the research process, fielding of the survey, and survey results analysis.
- Progress Meetings
 - i. Contractor will facilitate bi-weekly progress status meetings with subcontractor and GSA.

2. Research Process

- Developing the Survey with GSA
 - i. Contractor and subcontractor will work closely with the GSA to develop the survey until approved by GSA.
 - 1. Contractor will facilitate question charrette with subcontractor.
 - a. Include SMEs for content and context.
 - b. Building bridge to potential applications of the data.
 - 2. Contractor will validate questions pre-deployment.
 - ii. Subcontractor will program the approved survey in its online platform and test it. The GSA will receive a link to the test version to review and request final adjustments before fielding.
- Fielding the Survey to Contractor Panels
 - i. Subcontractor will launch the final version of the survey to its Architect and Contractor Panels (approx. 6,000 opt-ins in the US). Potential respondents will be screened for adequate awareness of their company's DEI-related practices.
- Fielding will occur until the following quotas are achieved:
 - i. 200 architects, including representative range of firm sizes to enable analysis of differences.
 - ii. 200 contractors, including representative samples of both GC/CM companies and specialty trade contractors to enable analysis of differences.
- Analyzing the Findings for Presentation to the GSA
 - i. Once the survey is closed Contractor will coordinate with subcontractor to:
 - 1. Clean the data for analysis.
 - 2. Analyze the data and present (in PPT) the top-line findings to GSA.



3. Deliver the analysis PPT, the raw data files (excel or SPSS) and up to three cross-tabulations to GSA.

3. Deliverables

- After reviewing the top-line findings, Contractor and GSA will agree on the aspects of the findings that should be highlighted in the report.
- In addition to the survey findings, the report will include:
 - i. Case studies to show best practice examples of DEI.
 - ii. Interviews with DEI thought leaders.
 1. Contractor will observe or participate in DEI thought leader interviews performed by subcontractor.
 - iii. Sidebar articles involving interviews with multiple experts on specific topics that are prominent in the findings.
- Contractor will coordinate with GSA in identifying sources for the features that will most effectively support, reinforce, and amplify the findings to help convey the fullest meaning of the research and achieve the GSA's goals for the impact of the report.
- Contractor will produce the final report (data and features) and provide a pdf version to GSA for dissemination.
- Contractor will participate in creating the communications plan for sharing/marketing information from DEI+A Report with the subcontractor.

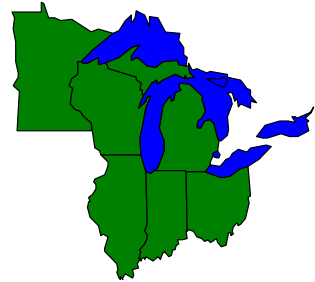
4. Schedule

- The period of performance for all the task order activities is 24 weeks from Notice to Proceed.



REQUEST FOR PROPOSAL
Request for Proposal (RFP)
U.S. GENERAL SERVICES
ADMINISTRATION
GREAT LAKES REGION
PUBLIC BUILDINGS SERVICE

Acquisition Management Division
230 S. Dearborn, Suite 3600
Chicago, IL 60604



PROJECT: Diversity, Equity and Inclusion Survey Report
US Design & Construction Industry

SOLICITATION NO: n/a

ISSUE DATE: Tuesday, September 14, 2021

CLOSING DATE & TIME: Tuesday, September 21, 2021
5:00 PM (Central Time)

CONTRACT NO:

DATE OF AWARD:

ISSUED BY: U.S. General Services Administration
Great Lakes Region
Public Buildings Service
Acquisition Management Division
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